



Advancing Sexual Health Education Where It's Needed Most

المستقبل أنتم المستقبل أنثى

Arabic Podcast series on Women's Reproductive Health

ISSM Global Outreach Grant Case study

The Global Outreach Grant offers an exciting opportunity to drive meaningful change in sexual health education and care, making an impact to professionals and communities in the regions that need it most.

Educating participants on

Taboo topics in women's reproductive and sexual health

Communication about sex in clinical settings

Challenging widespread myths

When women should seek medical help

What was done

- 10 full video podcast episodes (30–60 minutes each)
- Delivered in Arabic with English subtitles
- Teaser reels, newsletter, blog article for each podcast
- Culturally sensitive guidance in a discreet, accessible format
- 2 week Facebook/Instagram promotion campaign
- Shown on YouTube, Spotify, Apple Podcasts, and Anghami
- Topics included sexual communication, sexual pain, endometriosis, orgasm, desire, vaginismus, infertility, postpartum sexuality, and menopause

Key audiences

- Women
- Clinicians
- Healthcare providers



Sandrine Atallah and Gaël Abou Ghannam delivering the podcasts

Key results 2025



1,9 million views on YouTube



89 thousand watch hours



4,4 million women reached



Almost 43 thousand podcast streams and downloads



Increased access to women's sexual and reproductive knowledge



The episode on female orgasm reached nearly 600,000 views



Across social media platforms, more than 9.5 million views were recorded

Survey results

98%

Enjoyed the episode

99%

will listen to future episodes

90%

Of participants reported improved knowledge

85%

Stated they felt more comfortable discussing sexuality



(Out of 233 respondents)

Would you like to make a difference too?

ISSM Global Outreach Grants for 2026 now open
Deadline 1 May 2026

Apply Now